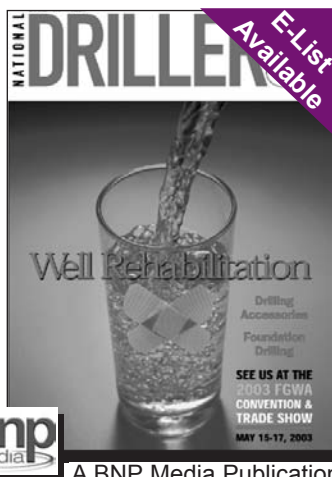


# National Driller

National Driller serves water well drilling, pump installation, irrigation, water conditioning/treatment supplier contractors, wholesaler/distributors, manufacturers, manufacturers' representatives and others allied to the field.

- ◆ You can reach 27,000 decision-makers with a direct marketing list from *National Driller*.
- ◆ These professionals have job functions such as:
  - ◆ Exploration
  - ◆ Water Well Drilling Contractor
  - ◆ Mining
  - ◆ Horizontal/Directional Drilling
  - ◆ Foundation Drilling
  - ◆ Monitoring/Environmental Drilling
  - ◆ Pump Installation/Maintenance
  - ◆ Oil/Gas Drilling
  - ◆ Irrigation
  - ◆ Water Conditioning/Treatment



A BNP Media Publication

*National Driller* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 27,000**

**Base Price: \$125/M**

## Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
 Mailing/Telemarketing: \$215/M  
 Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:  
4,058**

**E-List Base Price:  
\$425/M**

### SEE ALSO:

**Construction Equipment**  
**Environmental Design + Construction**  
**Industrial Safety + Hygiene News**  
**Point of Beginning**  
**Pollution Engineering**  
**Professional Builder**  
**Professional Remodeler**  
**Reed Construction Data - Regional Publication Group**

Minimum Order: 5,000 Names  
 1 year unlimited usage available  
 Prices subject to change without notice  
 Call for any additional costs, conditions and terms.

**burke**  
advertising

### GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	176
NH	030-038	218
VT	050-059	81
MA	010-027	300
RI	028-029	66
CT	060-069	256
<b>New England</b>		<b>4.1% 1,097</b>
NY	100-149	964
NJ	070-089	459
PA	150-196	1,254
<b>Middle Atlantic</b>		<b>9.9% 2,677</b>
OH	430-458	967
IN	460-479	588
IL	600-629	661
MI	480-499	972
WI	530-549	587
<b>East North Central</b>		<b>14.0% 3,775</b>
MN	550-567	460
IA	500-528	261
MO	630-658	491
ND	580-588	111
SD	570-577	98
NE	680-693	317
KS	660-679	383
<b>West North Central</b>		<b>7.9% 2,121</b>
DE	197-199	57
MD	206-219	262
DC	200-205	3
VA	220-246	529
WV	247-268	266
NC	270-289	722
SC	290-299	351
GA	300-319	600
FL	320-349	1,479
<b>South Atlantic</b>		<b>15.8% 4,269</b>
KY	400-427	368
TN	370-385	309
AL	350-369	234
MS	386-397	204
<b>East South Central</b>		<b>4.1% 1,115</b>
AR	716-729	208
LA	700-714	416
OK	730-749	655
TX	750-799	2,811
<b>West South Central</b>		<b>15.1% 4,090</b>
MT	590-599	343
ID	832-838	255
WY	820-831	402
CO	800-816	611
NM	870-884	459
AZ	850-865	458
UT	840-847	246
NV	889-898	261
<b>Mountain</b>		<b>11.2% 3,035</b>
AK	995-999	179
WA	980-994	524
OR	970-979	354
CA	900-961	1,661
HI	967-968	52
<b>Pacific</b>		<b>10.3% 2,770</b>
<b>United States</b>		<b>92.4% 24,949</b>
<b>U.S. Territories</b>		<b>0.3% 78</b>
<b>Canada</b>		<b>2.3% 615</b>
<b>Mexico</b>		<b>0.6% 158</b>
<b>Other International</b>		<b>4.4% 1,200</b>
<b>APO/FPO</b>		<b>—</b>
<b>Unknown</b>		<b>—</b>
<b>Total</b>		<b>100.0% 27,000</b>

**Business Type**

Drilling Contractor	20,099
Irrigation Contractor	220
Manufacturer	1,317
Manufacturer's Rep	241
Pump Installation Contractor	2,620
Water Conditioning/Treatment Supply	621
Wholesaler/Distributor	1,519

**Title**

Driller	1,825
Engineer	733
Owner/President	17,760
Purchasing	272
Supervisor/Foreman	1,434
Vice President/General Manager	2,712

**Employee Size**

Less than 20	17,402
20-49	2,342
50-100	1,102
More than 100	1,551

**Job Function \***

Water Well Drilling	12,721
Foundation Drilling	2,481
Horizontal/Directional Drilling	2,074
Irrigation	4,596
Monitoring/Environmental Drilling	4,360
Oil/Gas Drilling	2,255
Pump Installation/Maintenance	11,173
Water Conditioning/Treatment	4,665
Exploration	2,804
Mining	1,689

**Sales Volume**

Less than \$1 Million	7,441
\$1 Million-\$9 Million	1,797
\$10 Million-\$49 Million	282
More than \$50 Million	100

Source: Publisher's own data

\* Multiple Response